

# ▶ Top 5 Reasons to do Business in the Netherlands

## 1. Ideal Trial Market for Europe

With 16 million inhabitants, the Netherlands is a very small country compared to its European neighbors. But due to its size and manageability, foreign companies tend to use it as a trial market for European Union (EU).

## 2. Internationally-Oriented

Due to its location in Europe, Dutch companies do a substantial amount of business with countries like Germany and France, the big economies of Europe. Companies often enter the Netherlands first, and then use those and networks as a “spring board” to these larger markets.

The Netherlands has a variety of experienced importers, sales agents and distributors that are well-versed in international trade.

The workforce is highly motivated, often multi-lingual and with a very high level of proficiency in English, well-educated and internationally-oriented.

- *In a survey of whether “language skills are meeting the needs of enterprises,” the Netherlands ranked 4<sup>th</sup> (2008).*
- *The Netherlands ranked 5<sup>th</sup> for the “flexibility and adaptability of its people when faced with new challenges” (2009).*

## 3. World Leader in a Variety of Industries

The Netherlands is a world leader in a number of business sectors:

- Environmental Technology
- Life Sciences & Biotechnology
- Information & Communications Technology
- Expertise in the Energy Sector
- Advanced Logistics / Infrastructure
- Seeds, Bulbs & Young Plants

The Netherlands is a leader in R&D in the Information & Communication Technology (ICT) sector. Many important developments were made by Dutch engineers, notably Bluetooth and WiFi.

Dutch companies continue to innovate and develop new scientific and technological solutions, especially in areas such as food safety, energy consumption and environmental protection.

## 4. ‘Hub & Spokes’ in Europe

Its world-class transportation infrastructure and distribution networks make the Netherlands an ideal location from which to reach your European customers.

- *One-third of the EU population is within a 300-mile radius of Rotterdam, the world’s 3<sup>rd</sup> largest port. Most goods shipped from the United States to Europe by ocean arrive first in Rotterdam.*
- *Nearly 22% of all EU road transport goes through the Netherlands.*
- *Amsterdam’s Schiphol Airport was rated by business travelers as Europe’s best. It is the world’s 4<sup>th</sup> largest passenger airport and 3<sup>rd</sup> largest cargo airport.*

## 5. Safe & Stable Business Environment

The political environment in the Netherlands is stable. Proactive government policies, effective governance and little corruption create an environment where foreign companies are able to conduct business in a safe and secure manner.

## ▶ Contact Us

**Learn more** about how we can help your company find opportunities and partners in the Netherlands.

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